Magazine: FIELD & STREAM
Issue: 1/00/84 Total Pages: 124

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+85M # 127 pg:6	20			OPP: "EDITORIAL" & "MASTHEAD". STAPLED CARDS
		CENTURY+L # 101 pg:33		
		WINSTON+100 # 456 pg:40-41	SP	
		CAMEL L # 444 pg:77		
		LUCKY STRIKE FL # 108 pg:BC		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $252,610

2040691856

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 2/00/84 Total Pages: 152

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		VANTAGE+100 # 425 pg:2C		
MARLBORO+100 # 931 pg:12	11			OPP: "SOLUNAR TABLES".
		WINSTON L # 194 pg:50		
PLAYERS 100+85M # 132 pg:68	16			OPP: "TOPNOTCH TOPWATER".
		CAMEL L # 441 pg:85		
		LUCKY STRIKE FL # 108 pg:BC		

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $256,620

2040691897

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 3/00/84 Total Pages: 202

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		VICEROY+RL # 270 pg:2C	N/B	
MERIT UL+MUL # 149 pg:12	11			OPP: "SOLUNAR TABLES".
		VANTAGE+100 # 435 pg:65		
MARLBORO+100 # 939 pg:76	10			OPP: "GRANDPA AND THE KID".
		WINSTON # 455 pg:93		
		CAMEL L+CAMEL # 458 pg:165		
		LUCKY STRIKE FL # 106 pg:BC		

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $317,602

2040691898

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 4/00/84 Total Pages: 190

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		KENT II+III+GL # 273 pg:2C-PG1	SP N/B	
PLAYERS 100+85M # 134 pg:8	6			OPP: "SOLUNAR TABLES".
		LUCKY FL+100FL # 112 pg:15	N/B	COUPON IN AD: 50¢ OFF PACK.
		CAMEL L+CAMEL # 489 pg:31-33	3PG U	
		WINSTON # 454 pg:44		
		VANTAGE+100 # 436 pg:52-53	SP	
MARLBORO+100 # 917 pg:87	18			OPP: "ARCTIC CAMP". STAPLED CARD
		PALL MALL L100 # 123 pg:108	N/B	
		VICEROY+RL # 269 pg:BC	N/B	

TOTAL CIGARETTE ADS = 9 TOTAL ADVERTISING = $575,138

2040691899

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 5/00/84 Total Pages: 214

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO:100 # 959 pg:2C-PG1	8		SP	
		VANT 100:100UL # 137 pg:10-11	SP	
		WINSTON L # 195 pg:61		
		KENT GL:GL100 # 233 pg:76	N/B	
MERIT:M # 640 pg:84	7			OPP: "GRANDPA AND THE KID".
		PALL MALL L100 # 123 pg:159	N/B	
		CAMEL L # 493 pg:176		
		STERLING # 102 pg:BC		

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = $444,590

2040691900

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 7/00/84 Total Pages: 160

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		VICEROY # 275 pg:2C	N/B	
MARLBORO+100 # 954 pg:8	6			OPP: "SOLUNAR TABLES."
		STERLING # 107 pg:15		
MERIT+M # 661 pg:28-29	8		SP	
		WINSTON L+100L # 198 pg:38-39	SP	
		VANTAGE+ULTRA # 438 pg:50-51	SP	
		PALL MALL L100 # 124 pg:123	N/B	
		CAMEL L # 505 pg:BC		

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = $487,710

2040691902

MOORE CLEAN-PRINT® PATENTED MFG 11" 2T 8½ X 11

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 8/00/84 Total Pages: 128

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+85M # 140 pg:2C	7			OPP: BW AD.
MARLBORO # 968 pg:8	7			OPP: "SOLUNAR TABLES"
		STERLING # 110 pg:26-27	SP	
		WINSTON+100 # 461 pg:38-39	SP	
		LUCKY L+100L # 102 pg:48-49	SP N/B	
		PALL MALL L100 # 124 pg:83	N/B	
		VANTAGE UL+100 # 153 pg:91		
		CAMEL L # 521 pg:BC		

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = $484,150

2040691903

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 9/00/84 Total Pages: 134

PHILIP MORRIS ADS	MIN SCI	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT: N # 445 pg#4	9			OPP: "EDITOR" & "MASTHEAD".
		STERLING # 114 pg#14		
MARLBORO: 100 # 780 pg#22	7			OPP: "THE SWAMP".
		VANTAGE UL:100 # 453 pg#33		
		CAMEL L # 513 pg#40		
		VICEROY # 277 pg#40		
		WINSTON L # 197 pg#75		

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = $304,612

2040691904

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 10/00/84 Total Pages: 164

PHILIP MORRIS ADS	MIN SEC	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 664 pg:10	7			OPP: "SOLUNAR TABLES".
		KENT II+III+GL # 291 pg:10	N/B	
MARL+100:L # 982 pg:27	12			OPP: "GUEST SHOT".
		STERLING # 115 pg:42		
		VICEROY # 274 pg:56	N/B	
		CARLTON 100+85 # 107 pg:11	N/B	
		CAMEL L # 521 pg:133		
		VANTAGE+100 # 441 pg:BC		

TOTAL CIGARETTE ADS = 0 TOTAL ADVERTISING = $349,251

2040691905

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 11/00/84 Total Pages: 188

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		KENT II+III+GL # 291 pg:2C	N/B	
PLAYERS 100+85M # 142 pg:10	9			OPP: "SOLUNAR TABLES".
		WINSTON+100 # 464 pg:24-25	SP	
MERIT # 670 pg:32-33	6		SP	
		CAMEL # 294 pg:44-45	SP	
		VICEROY # 275 pg:68	N/B	
		CARLTON 100+85 # 224 pg:88-89	1/2 SP 2C N/B	
		VANTAGE+100 # 441 pg:107		
		LUCKY L+100L # 101 pg:BC	N/B	

TOTAL CIGARETTE ADS = 9 TOTAL ADVERTISING = $518,623

2040691906

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004

Magazine: FIELD & STREAM
Issue: 12/00/84 Total Pages: 144

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+85M # 143 pg:2C	13			OPP: BW AD.
MERIT # 675 pg:14-15	10		SP	
		CAMEL L # 515 pg:26-27	SP	
		VANTAGE+100 # 441 pg:47		
		KENT II+III+GL # 291 pg:54	N/B	
		KOOL+MILDS # 559 pg:70-71	SP	
		LUCKY L # 104 pg:79	N/B	
		STERLING # 114 pg:91		
		CAR+M+100+M+120 # 224 pg:98-99	1/2 SP 2C N/B	
		WINSTON # 465 pg:BC		

TOTAL CIGARETTE ADS = 10 TOTAL ADVERTISING = $567,672

2040691907

Source: https://www.industrydocuments.ucsf.edu/docs/ksbn0004